

Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 MMO-04 CU-06 /023 W
-----037800 300600Z /20

P 300219Z DEC 77

FM AMEMBASSY SEOUL

TO USIA WASHDC PRIORITY

INFO SECSTATE WASHDC PRIORITY 8453

UNCLAS SECTION 1 OF 2 SEOUL 10926/1

USIAC

USIA FOR IEA SMITH; STATE FOR EA/EX MILLS, M/MO MAYS

E.O. 11652: N/A

SUBJ: FY- 78 ZBB PROGRAM INCREASE (MODE)

REF: USIA 35985, IEA PAO LTR 1, SEOUL 10178

1. POST APPRECIATES AGENCY SUPPORT FOR KOREA PROGRAM, AS REFLECTED IN USIA 35985. POST DURING PAST YEAR HAS HAD TO DEAL WITH RAPIDLY SHIFTING PSYCHOLOGICAL CLIMATE AND AN UNPRECEDENTED RANCE OF NEW, SERIOUS BILATERAL POLICY ISSUES. ADDITIONAL AGENCY RESOURCES THEREFORE ARE URGENTLY NEEDED TO FULTILL DEMANDING PROGRAM REQUIREMENTS.

2. POST BUDGET FOR NEW FUNDING ALLOCATION FOLLOWS. BUDGET ITEMS ARE LISTED IN PRIORITY ORDER, WITH CAREFUL BUT ROUGH COST ESTIMATES. ALL ARE IN DIRECT SUPPORT OF PUBLIC AFFAIRS PLAN. FURTHER DETAILS WILL BE PROVIDED AS THEY BECOME AVAILABLE.

A. CREATE NEW AMERICAN POSITION: AIO (PUBLICATIONS/PROGRAMS):

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(WASH)

/FSIO 5/1 (WIFE AND CHIL) -75 PERCENT \$15,738

(FULL YEAR SALRY \$20,983)

(GOE) EDUCATION ALLOWANCE 2,030

(GOE) TRANSFER AND SUBSISTENCE 550

(GOE) R&R TRAVEL 750

(GOE) NEW OFFICE FURNITURE 650

FAAS RESIDENCE, FURNITURE AND	
FURNISHINGS	18,400
FAAS OTHER FAAS COSTS	8,500
SUBTOTAL	46,618

B. CREATE NEW FSL POSITION (TRANSLATION/PRESS MONITOR):

FSL-3 SALARY (8 MONTHS)	5,400
OFFICE FURNITURE (FOR ITEM F ALSO)	800
SUBTOTAL	6,200

C. ADDITIONAL GRANT TO AMSPEC RECRUITED FOR KS-16
TO ENABLE HIM TO CARRY OUT MORE EXTENDED STUDY.
(SEE SEOUL 10178 FOR DETAILS.) 8,000

D. FUND THREE-MAN ROK TV FILM CREW TO TRAVEL
TO CONUS TO FILM U.S. MILITARY MOBILITY EXERCISE
(IN LIEU AGENCY FILM PROJECT): 10,000

E. RECRUIT TWO AMSPECS OR VOLSPKRS FOR PROGRAM-
MING ON THEMES KS-01 "U.S. AND EAST ASIA" AND KS-02
"INTERNATIONAL TRADE" (U.S. STAKE IN ASIA) AT \$5,000
EACH. POST WISHES TO FUND THESE ADDITIONAL
1-COUNTRY SPEAKERS TO GIVE US NEEDED CONTROL
OVER TOPIC, TIMING, AND LENGTH OF STAY. 10,000

F. CREATE NEW FSL POSITION (IO PROGRAM ASSISTANT):
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FSL-2 SALARY (8 MONTHS)	7,000
G. INCREASE DSA ACCOUNT TO COVER RSC IMPRESSIONS FOR POST-PRODUCED MAGAZINE, INCREASED PRINGTING PAPER STOCK, OTHER DSA SUPPORT:	10,000
GRAND TOTAL	97,818

3. DISCUSSION: NEW AIO WILL BE RESPONSIBLE FOR
UPGRADING QUALITY OF POST PUBLICATIONS INCLUDING
PROPOSED POST MAGAZINE; PRINT MATERIALS SUPPORT-
ING LECTURES, OTHER PROGRAMS. ANTICIPATE 25
PERCENT INCREASE IN VOLUME OF PRINT MATERIAL
PRODUCTION TO SUPPORT NEW PROGRAM PRIORITIES,
IN ADDITION TO MAGAZINE. AS INFORMATION OFFICE
PROGRAM COORDINATOR HE WILL IMPROVE IO SUPPORT
FOR BRANCH PROGRAMMING, INCREASE VOLUME AND
QUALITY OF IPS PLACEMENTS IN KOREAN PRESS, AND
ARRANGE PROGRAMS FOR LECTURERS, VTRS AMONG
PRESS CONTACTS. HE WILL EXPAND USIS PRESS CONTACTS.
FY-78 SALARY FUNDING BASED ON JANUARY ARRIVAL AT
POST.

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4. NEW FSL-3 POSITION DESIGNED TO PROVIDE ADDITIONAL TRANSLATION CAPABILITY TO MATCH GROWING VOLUME OF MATERIALS NEEDED TO ADEQUATELY SUPPORT INCREASED LEVEL OF PROGRAMMING. TRANSLATION CURRENTLY A MAJOR BOTTLENECK, LIMITING POST EFFORTS OT RESPOND QUICKLY TO POLICY DEVELOPMENTS AND TO PREPARE VTRS, POLICY STATEMENTS, FOR TIMELY PROGRAMMING. SKILL IN PREPARING MEDIA REACTION REPORTS WILL SUPPLEMENT EXISTING CAPABILITY DURING PEAK PERIODS OF PRESS ACTIVITY. FY-78 FUNDING BASED ON RECRUITMENT IN FEBRUARY/ MARCH.

5. NEW FSL-2 POSITION DESIG TO PROVIDE NECES- SARY STAFF SUPPORT FOR INCREASED PUBLICATION, IO PROGRAM ACTIVITIES, INCLUDING EDITING OF PROPOSED MAGAZINE, REVIEW OF PLACEMENT MATERIALS, CONTACT WORK TO ARRANGE PLACEMENT, FACILITATION OF PROGRAMMING AMONG PRESS AUDIENCES.

6. POST IS NOW IN MIDST FEASIBILITY STUDY FOR LAUNCHING NEW POST-PRODUCED MAGAZINE. DETAILED ANALYSIS IS REQUIRED AND WILL TAKE MORE TIME. SHOULD POST CONCLUDE FULL-SCALE MAGAZINE IS BEYOND CAPABILITIES OF POST'S STAFF AND RESOURCE CAPABILITIES, OR THAT IT WOULD NOT BE COMPETITIVE
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IN LOCAL PUBLICATIONS MARKET, POST PUBLICATIONS

ACTIVITIES WILL FOCUS ON UPGRADING CURRENT PUBLI-
CATIONS, PRODUCTION MAJOR THEMATIC PRINT
MATERIALS SUCH AS SPECIAL INFO PACKETS. FYI,
REVISED JOB DESCRIPTION FOR AIO AND NEW JOB
DESCRIPTIONS FOR FSLs WILL BE FORWARDED
SOONEST. REALIZE ABOVE MAY NOT BE SUFFICIENTLY
DETAILED BUT IN VIEW REQUEST URGENCY OF
REPLY HAVE PROVIDED BEST CURRENT ESTIMATES.
CHIEF OF MISSION CONCURS THIS MESSAGE.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PROGRAMS (PROJECTS)
Control Number: n/a
Copy: SINGLE
Sent Date: 30-Dec-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977SEOUL10926
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780002-0880
Format: TEL
From: SEOUL
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977123/aaaaackt.tel
Line Count: 180
Litigation Code IDs:
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Litigation History:
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Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 SEOUL 10178
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 01-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 155117
Secure: OPEN
Status: NATIVE
Subject: FY- 78 ZBB PROGRAM INCREASE (MODE)
TAGS: SCUL, KS, USIA
To: USIA
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/9c3349fe-c188-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
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